

EXHIBIT BB

Cisco v Arista

25. PAGE 75:13 TO 75:18 (RUNNING 00:00:22.765)

13 THE WITNESS: I was at Cisco when I knew
14 Arista was using a CLI that had a consistent look
15 and feel to the same CLI used largely by
16 Foundry Networks, Xtreme Networks, parts of Juniper
17 Networks, Cisco Systems and a host of other network
18 intel-com providers.

26. PAGE 75:20 TO 75:22 (RUNNING 00:00:08.302)

20 Q. So you're saying that while you were still
21 employed by Cisco you had knowledge of Arista's CLI?
22 A. Yes.

27. PAGE 76:12 TO 76:21 (RUNNING 00:00:22.964)

12 Q. You interacted with a -- an Arista switch
13 while you were employed by Cisco?
14 A. Yes.
15 Q. Where did you do that?
16 A. At a couple customer sites, and I believe
17 we had acquired one of them by then when I was at
18 Cisco. It was a 7124S, acquired for internal
19 testing.
20 Q. Where did you see that?
21 A. It would have been one of the labs.

28. PAGE 76:25 TO 77:02 (RUNNING 00:00:15.577)

25 Q. When was this that you saw this switch?
00077:01 A. It would have been in early 2009. We had
02 a competitive testing lab at Cisco.

29. PAGE 82:20 TO 83:01 (RUNNING 00:00:21.544)

20 Q. What customers did you speak with
21 regarding Arista's CLI while you were employed at
22 Cisco?
23 A. Goldman Sachs. Morgan Stanley. Merrill
24 Lynch. I was Cisco's executive sponsor for Morgan
25 Stanley and covered a lot of the financial services
00083:01 market.

30. PAGE 84:04 TO 84:19 (RUNNING 00:00:46.408)

04 Q. Do you remember what Goldman Sachs told
05 you about the Arista CLI?
06 A. The similar look and feel. The majority
07 of the conversation was around the need to get out
08 from under Cisco, that they felt Cisco had a
09 monopoly on their business and that they wanted an
10 alternative vendor in their infrastructure.
11 And then we focused on the latency
12 aspects. They asked me when I would have a
13 competitive product.
14 Q. What did you discuss with Morgan Stanley
15 about the --
16 A. Those three --
17 Q. -- Arista CLI?
18 A. Those three were all very consistent.
19 I'll just save you the trouble.

31. PAGE 85:18 TO 86:05 (RUNNING 00:00:36.945)

18 Q. Did you report the conversations with
19 Goldman Sachs, Morgan Stanley, and Merrill Lynch to
20 anyone else at Cisco?
21 A. I know I did. It would have been
22 certainly the sales leads on those teams, who I
23 don't remember who they were at that time. They

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24 were involved in those conversations and helping me
 25 set them up.
 00086:01 Certainly communicated those to
 02 John McCool, Tom Edsall, and some of the folks
 03 running engineering. I was trying to prioritize a
 04 program we had called Electra that was a low latency
 05 switch coming from Cisco.

32. PAGE 86:06 TO 86:09 (RUNNING 00:00:11.631)

06 Q. Did you -- who did you specifically report
 07 to that Goldman Sachs had said that the Arista CLI
 08 had a similar look and feel to Cisco's CLI?
 09 A. I don't remember.

33. PAGE 86:19 TO 86:25 (RUNNING 00:00:23.645)

19 Q. I'm sorry. So I just want to be clear.
 20 Who did you tell at Cisco that Goldman Sachs had
 21 said that the Arista CLI had a similar look and feel
 22 to Cisco's CLI?
 23 A. I know I told the engineering leads for
 24 the switching group at that time, which would have
 25 been Tom Edsall and John McCool.

34. PAGE 94:11 TO 96:12 (RUNNING 00:02:36.341)

11 What did you tell --
 12 A. Sure.
 13 Q. -- Arista's sales staff to say about
 14 Arista's CLI as part of their sales pitch?
 15 A. It's funny; I think this here makes a
 16 bigger deal out of it than we ever did.
 17 It was an objection to be removed; it
 18 wasn't part of selling the product. We sold the
 19 product based on it being bluntly bigger, faster,
 20 denser, cheaper, lower power and lower latency.
 21 That -- that was the sales pitch.
 22 Initial customer insertion was always --
 23 you know, it was the hardware. It frustrated me to
 24 no end because I wanted it to be about the software;
 25 Ken Duda wanted it to be about the software, and it
 00095:01 was always what Andy did. It was always bigger,
 02 faster, denser, cheaper, lower power, lower latency
 03 that got us through the door.
 04 Once we were in, we expanded in the
 05 customers' install base because of the reliability
 06 of the operating system. The familiarity of the
 07 command line ill interpreter removed friction in the
 08 sales process, removed an objection that a customer
 09 would have. It was almost always the, you know,
 10 Cisco bigot in the account who had a CCIE, Cisco
 11 made his career. This one guy actually had a --
 12 literally had a credit card open at a bar that every
 13 night he could go drink and the Cisco account team
 14 picked it up every night for him. And that guy
 15 loved Cisco, rightly so, built his career on them.
 16 And to get that person to say I'm willing
 17 to entertain an additional vendor in my
 18 infrastructure, they would throw lots of obstacles
 19 in your path. Some real; some not so real. We
 20 called it FUD, fear, uncertainty, doubt.
 21 They would throw FUD out there to try to
 22 convince everybody else that the decision they were
 23 making was the one that was the right technical
 24 decision for the business that was to stay with
 25 Cisco.
 00096:01 We had to have a counter for every element

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02 of FUD that they would throw. The analogy I often
 03 used was AVIS. AVIS was number two. Their motto
 04 was:
 05 We try harder.
 06 You have to displace an incumbent with an
 07 80-plus percent market share position.
 08 So we did. We had to have a counter for
 09 every bit of FUD.
 10 One of the things that customers would
 11 throw was, like I indicated earlier, muscle memory,
 12 not familiar with the CLI.

35. PAGE 102:06 TO 102:08 (RUNNING 00:00:10.621)

06 Q. I've handed you what's been marked as
 07 Exhibit 1101. It's a one-page document Bates
 08 stamped ARISTA NDCA12249249. You can take whatever

36. PAGE 102:17 TO 102:20 (RUNNING 00:00:08.782)

17 Q. So the e-mail at the bottom of this page
 18 is an e-mail dated August 10, 2011, from you.
 19 Do you see that?
 20 A. Yes. Yes, I do.

37. PAGE 103:02 TO 104:13 (RUNNING 00:01:28.989)

02 Q. In this e-mail you write to Sean; that's
 03 Sean Hafeez; is that right?
 04 A. Yes.
 05 Q. "Sean, can you get us some screen caps
 06 from a Cisco 49XX and an Arista 7XXX that
 07 shows same commands being executed on
 08 both, such as wr space t, show ver, show
 09 int, et cetera?"
 10 Do you see that?
 11 A. Yes, I do.
 12 Q. Those are three CLI commands; is that
 13 correct?
 14 A. Yes, they are.
 15 Q. Then you go on to say:
 16 "Basically, I want to use these to show
 17 how similar we are to Cisco's CLI syntax."
 18 Do you see that?
 19 A. I absolutely do.
 20 Q. Then you go on to say:
 21 "We need these urgently for the Samsung
 22 opportunity."
 23 Do you see that?
 24 A. Yeah. Actually, I -- I can see all of it.
 25 Q. When you say: "The Samsung opportunity,"
 00104:01 what were you referring to?
 02 A. There was a sales opportunity at Samsung
 03 where, in my conversations with the sales team, the
 04 customer raised the objection of muscle memory and
 05 familiarity with the command line interpreter and
 06 wanted to ensure they would have a low barrier to
 07 entry to adopting the Arista technologies in their
 08 environment.
 09 I don't believe we won that, but I don't
 10 have a very clear recollection of that specific
 11 opportunity and how it turned out. I did spend a
 12 lot of time with the Asia-PAC customers. I
 13 really -- mostly in financials.

38. PAGE 110:05 TO 110:05 (RUNNING 00:00:03.116)

05 Q. I've handed you what's been marked as

Δ DEFENDANT Δ	United States District Court Northern District of California	
	Case No.	5:14-cv-05344-BLF
	Case Title	Cisco Systems v. Arista Networks
	Exhibit No.	9079
	Date Entered	
By: _____, Deputy Clerk		
Richard W. Wieking, Clerk		